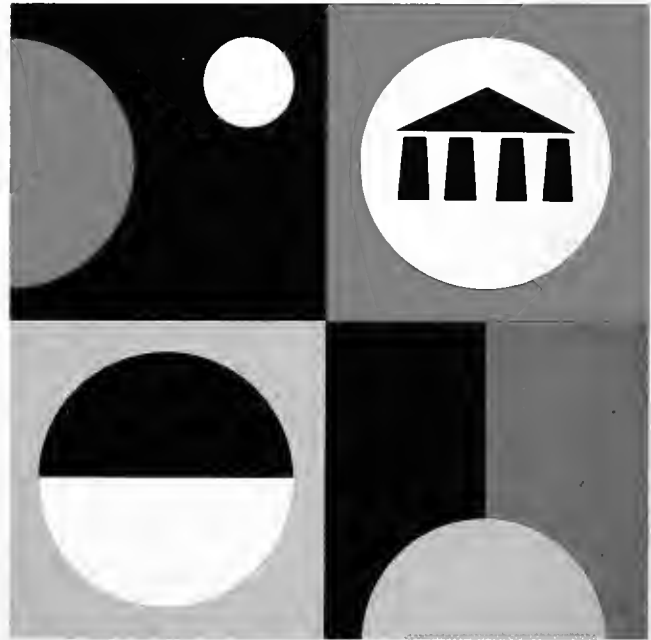


PHILADELPHIA MUSEUM COLLEGE OF ART





**An invitation to share in the Scholarship
Program of the Philadelphia Museum
College of Art.**

**The Annual Scholarship Party, held in June of
each year, offers our friends the opportunity
to see and enjoy a comprehensive exhibition
of student work representing all professional
areas of the College.**

Today, more than ever, the artist plays a paramount role in shaping the look of the future. Machines, whether they produce newspapers or fabrics, must always be completely dependent on the signals that men and women of imagination feed into them.

And even the artist who prefers to make his a solo flight, apart from industry, also has the large and no less significant task of distilling the essence of his age and of giving this back to us through the uniqueness of his own expressive vision.

The artist-teacher, too, has an equally important part to perform in preparing us to enjoy, understand and improve our environment.

Without all of these artists, superbly trained at schools like ours, to serve the ever-changing and ever-growing needs of society, our world would stop dead in its tracks. And no advance in science will have any lasting meaning unless artists are also encouraged to continue their brave, creative flight into the unknown.

Please help us give these artists-to-be a chance to share their lives with us.

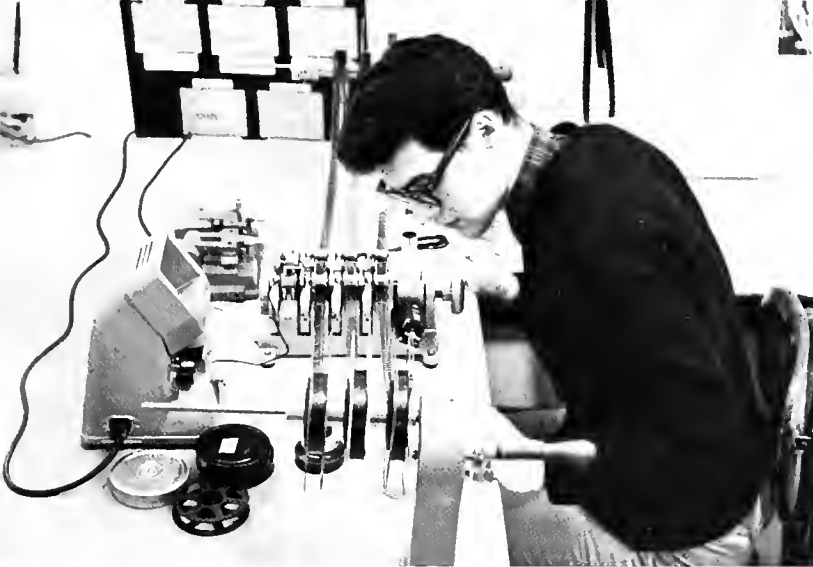
E. M. Benson, Dean





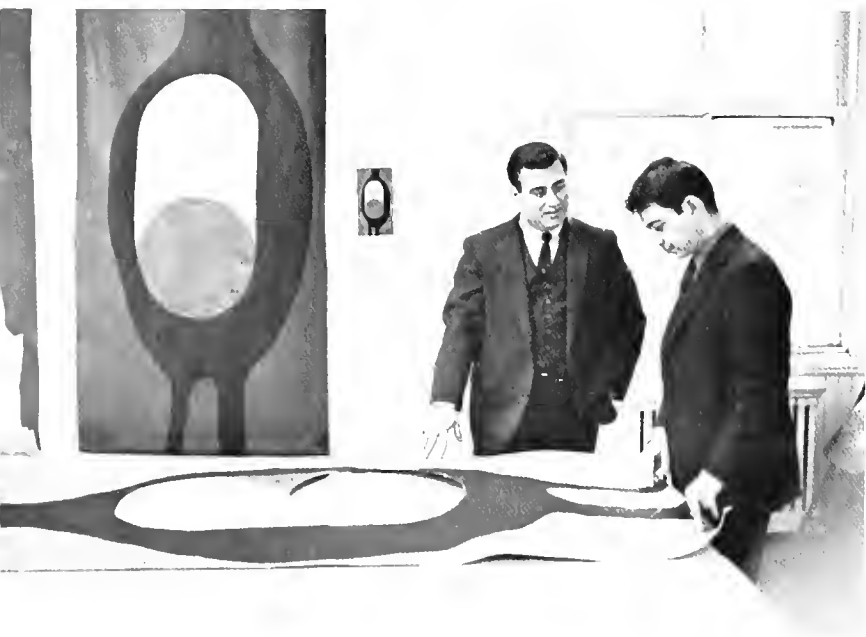


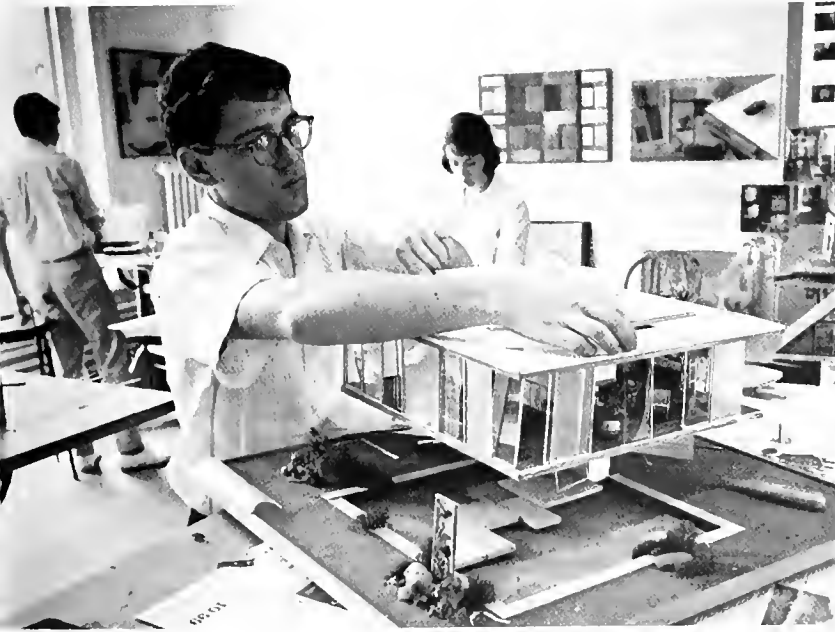


















The cost of education at this college and at every other has more than doubled during the past ten years. In 1953 tuition at PMCA was \$570. In September 1964, it will be \$1400. Yet this high tuition pays for only 65% of the actual cost of educating a student. Every student, therefore, receives a subsidy of 35% of the full cost of his education and many students, with limited financial resources, receive even more.

To assure professional career opportunities for these more needy and talented young men and women, \$90,000 has been earmarked for their scholarship assistance during the next school year in addition to \$50,000 for tuition loans. Only \$5,000 for scholarships is currently available from endowment. \$85,000 must be raised through contributions from individuals and industry.

We need your help now to achieve this important goal. Please join me in supporting the Scholarship Fund. Your contribution will enable a young artist or designer to secure an education.

Howard A. Wolf, Chairman, Board of Governors

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